



Exhibitors at MAEOE 2021

Our theme for 2021 is Climate Change. We anticipate a large number of people attending this virtual experience.

Treat a virtual conference as you would an in-person conference, be present and plan your calendar accordingly. We have scheduled in time for attendees to network with you. You can be “live” at your booth, set it up for visitors to stop in and download materials or watch a video. You can schedule visits/meetings with attendees, use the networking component of the conference, or have attendees select times that you provide.

We appreciate your support and will be promoting your organization prior to the conference with emails to attendees, on our website for prospective attendees, and on our social media. You too can promote the conference!! We will have information that you can share with your network! Let’s work together to encourage participation.

1. Access the My Booth tab in the virtual event hub

Once receiving access to the event via email, click the **Access the Account** button found in your email to finish signing up & setting your password. If you do NOT have a password yet, just enter one to create one.

2. SETTING UP YOUR BOOTH

Once logged in, the **My Booth tab** will open in the virtual event hub. This is where you can start updating your booth information, add other exhibitor admins and lead retrievers to your booth, access all the leads generated in your booth, chat with leads and products to your booth.

Share links & resources with attendees

- Chat, polling, & Q/A
- 1-to-1 Attendee chat
- 1-to-1 Meeting schedule tool

3. Update your Booth Information

Click the **Company Details tab** to start updating your company information.

Add Logos and Branding by uploading into your site

4. Other Helpful Tips

1. Lead generation – when people are interested in your company/organization and stop by, you will know so that you can contact them
2. Host a live event, set up a time to meet with people
3. Provide downloadable content to attendees, pdfs of brochures or information
4. Links to your website
5. Set up a chat, you start the topic and see who joins the chat